

**COWBOY CAPITAL RODEO ASSOCIATION
2011 ADVERTISING SALES PACKAGES**

Package #1	OFFICIAL TITLE SPONSOR	\$5,000
	Recognized in all Pre-Rodeo Press and Promotional Advertising. Announcer recognized throughout the rodeo performances and Sponsor Flag carried in Memorial Day Parade. 1 arena sign, 2 box seats each night (16 tickets per night), 2 VIP parking passes, 16 Cowboy Camp passes per night. Sponsor Flag recognized every performance.	
Package #2	OFFICIAL PERFORMANCE SPONSOR (3 available)	\$1,300
	Recognized in all Pre-Rodeo Press and Promotional Advertising. Announcer recognized throughout the rodeo performances and Sponsor Flag carried in Memorial Day Parade. 1 arena sign, 1 box seat (6 tickets per night), 1 VIP parking pass, 6 Cowboy Camp passes per night. Sponsor Flag recognized every performance.	
Package #3	EVENT SPONSOR (7 available)	\$1,000
	Announcer recognized during event with Sponsor Flag and Sponsor Flag carried in Memorial Day Parade. 1 arena sign, 1 box seat (6 tickets per night), 1 VIP parking pass, 6 Cowboy Camp passes per night. Sponsor Flag recognized during sponsored event.	
Package #4	ROPING CHUTE SPONSOR	\$950
	Recognized during all roping events, 1 arena sign, 1 box seat (6 tickets per night), 1 VIP parking pass, 6 Cowboy Camp passes per night.	
Package #5	BUCKING CHUTE SPONSOR (8 available)	\$900
	Recognized during Rough Stock events, 1 arena sign, 1 box seat (6 tickets per night), 1 VIP parking pass, 6 Cowboy Camp passes per night.	
Package #6	LET-OUT GATE SPONSOR	\$850
	Recognized during Rough Stock events, 1 arena sign, 1 box seat (6 tickets per night), 1 VIP parking pass, 6 Cowboy Camp passes per night.	
Package #7	ENTERTAINMENT SPONSOR	\$650
	Recognized during entertainment acts, 1 arena sign, 1 box seat (6 tickets per night), 1 VIP parking pass, 6 Cowboy Camp passes per night.	
Package #8	SPECIALTY SPONSOR	\$550
	Recognized during rodeo performances, 1 arena sign, 1 box seat (6 tickets per night), 1 VIP parking pass.	
Package #9	ARENA SIGN SPONSOR	\$350
	1 arena sign, 4 general admission tickets per night, 1 VIP parking pass.	

PAYMENT OF SPONSORSHIP CAN BE PAID WITH A CREDIT CARD

KEEP THIS PAGE FOR YOUR RECORDS.
PLEASE RETURN NEXT PAGE WITH PAYMENT.

**COWBOY CAPITAL RODEO ASSOCIATION
2011 ADVERTISING CONTRACT**

TO SECURE YOUR PACKAGE AND GUARANTEE YOUR BOX SEATS, FINAL PAYMENT MUST BE RECEIVED BY MAY 1ST, 2011. IF FULL PAYMENT IS MADE BY APRIL 1ST, 2011, A 10% DISCOUNT MAY BE DEDUCTED FROM THE AMOUNT PAID. A PAYMENT PLAN IS AVAILABLE. For more information, please leave a message on the CCRA phone (830) 796-7207. Please make checks payable to CCRA. Mail payment with contract to: CCRA, P. O. Box 1801, Bandera, TX 78003. Please fill in all information below:

PAYMENT OF SPONSORSHIP CAN BE PAID WITH A CREDIT CARD

SPONSOR PACKAGE #: _____

PACKAGE COST: _____

LESS 10% DISCOUNT: _____ (Deduct discount if paid by April 1st)

AMOUNT DUE: _____

COMPANY OR PERSON'S NAME: _____

CONTACT PERSON: _____ **PHONE #:** _____

MAILING ADDRESS: _____

CITY, STATE, ZIP CODE: _____

SPONSOR'S SIGNATURE: _____

****PLEASE INDICATE WHERE YOU WOULD LIKE YOUR BOX SEATS TO BE**
(Please note that your choice cannot be guaranteed; location is based on availability)**

RETURNING SPONSORS

_____ Same location as last year (guaranteed)

_____ Move box to opposite side

_____ Other: _____

NEW SPONSORS

_____ West Side (Hwy 16)

_____ East Side (Pavilion)

**New sponsors need to attach artwork for arena sign.
All artwork must be received by May 1, 2011.**

*****PLEASE RETURN THIS PAGE ONLY WITH YOUR PAYMENT*****

FOR INTERNAL USE:

DATE PMT REC: _____ **CHECK #:** _____ **AMT REC:** _____